

How Mrs. Scott Bottled the Fountain of Youth

Popular Introduction of Fashionable Mineralava by Monsieur V. Vivaudou, Famous Parisian Perfumer, Now Gives All Women a Chance to Become Beautiful.

By VERNON RADCLIFFE.

Ponce de Leon crossed the ocean to America in the 16th Century in quest of a Fountain of Youth. For ages before that man ventured into the far places of the world in search of this mythical means to preserve and restore youth. All man's quests after youth were urged by woman, who realized that to remain young was to remain beautiful. And now it has been found.

The secret of Nature by which Time's rough hand is held and a youthful complexion retained has become known in the last twenty-five years to the very wealthy and fashionable women who can afford to visit the exclusive beauty parlors for the treatment.

To-day this secret of youth and beauty is placed in the hands of every woman in her own home by V. Vivaudou, world famed perfumer of Paris and New York.

Vivaudou came to New York last Summer, bringing with him the latest beauty preparations and perfumes from Paris. Vivaudou has built his vast business on expert knowledge of what most benefits woman in her search for beauty. It was his intention to still further popularize the French preparations in the use of which the women of France have become known the world over for their beauty.

But he found here in America a preparation so wonderful and immediate in its results, that he arranged for V. Vivaudou, Inc., to undertake its sole distribution throughout the world.

What he found was Scott's Mineralava. It was being administered to fashionable women at as much as \$20 the treatment. In one ultra-exclusive establishment it was called "The Mask Behind the Blue Curtain." The women of society were ushered into a dim salon hung with gorgeous blue curtains. A fountain played, interspersed with flashing lights. This symbolized the Fountain of Youth. All around were silken divans. Women were told to relax for an interval, and attendants then placed upon their faces the treatment—which was no less than Scott's Mineralava!

They came away satisfied at any price. For upon the face, after one application of Mineralava is a delicate glow. It is a blooming freshness of complexion that no artificial paint or massage can equal. The skin has the velvet smoothness of a child's. It has been cleansed to the bottom of the pores. And by its magical and unique cleansing properties, Mineralava accomplishes much more.

Consider how Nature always has her way to reinvigorate and beautify. She is gentle. She never harms. She restores, freshens and rebuilds by simple and harmless processes. Nature herself will develop the colorful charm of the youthful complexion. Her secret is to keep the clogged pores free and functioning.

That's the secret of Scott's Mineralava. This natural facial clay gently withdraws

impurities from the pores. If the face held any blackheads or blemishes, they are gone. If it had that sallow, old look, there is a flush of youth upon it now. If muscles and tissues were flabby through massage, firmness and fullness have succeeded.

Wrinkles cannot long survive Mineralava, and this is perhaps its greatest boon. The dry skin, interlaced with tiny lines and deeper ones, freshens magically after only one treatment. By giving the pores a chance to breathe it sends the blood coursing through the tissues and rebuilds them to natural fullness and firmness.

Seldom have Mineralava treatments been administered for less than five dollars. Often the price was \$10. Now the Vivaudou organization is placing Mineralava in the drug and department stores of every city and hamlet in the country so that the price of a treatment by yourself in your own home is less than 12 cents.

Scott's Mineralava is a natural clay, specially selected and specially treated with medicinal ingredients, which are the exclusive secret of Mrs. M. G. Scott, famous beauty expert, its inventor. The name Mineralava is well chosen. "Mineral" indicates the healing features, "Lava," the clay, discovered to have wonderful natural properties. It may be—who knows?—from the bed of the ancient Fountain of Youth itself.

Mr. Vivaudou writes as follows concerning Mineralava: "I am sure all women take interest in the beauty with which Nature endows them."

"Here in your own America I have found the one thing which ladies in Paris and all over the world have yearned for—a care of the complexion which is at once natural, convenient and successful—Scott's Mineralava."

"Lines and wrinkles will perceptibly remove as the skin regains vitality through its use. Muscle and tissue will strengthen and a youthful contour resume. Scott's Mineralava is Nature's Beautifier, superior to massage preparations with which it is necessary to pound the face to flabbiness, superior to soaps which glaze only the surface, superior to unguents which have a tendency to grow hair. I believe in it because I have seen its amazing benefits."

"Mineralava freshens the complexion by completely cleansing the pores. It contains nothing which can harm the most delicate skin."

Mineralava was discovered by Mrs. Scott, whose name is now known to thousands in the fashionable world. She says:

"Don't massage away your youthful beauty. To parboil your skin with half scalding water and knead and maul the muscles of your face is bound to be injurious. I realized this twenty years ago, and I have not given a single facial massage to any patron of my beauty shops in all these years."

"Massaging does not cleanse more than the surface of the face. But Scott's Mineralava—Nature's Beautifier—does cleanse down into the pores, to the very bottom of the true skin."

"Scott's Mineralava is the greatest discovery in my twenty-five years' experience as a Beauty Specialist. Constant use, no matter how frequent, will not harm the skin. It is easy to use. Its benefits are immediate."

Mrs. Scott made a life-long study of the skin. She came to realize that the secret of beauty is after all Nature's own—simply to keep the clogged pores free and functioning.

Does your mirror reflect Mineralava?

Mineralava removes wrinkles and restores the fresh youthful complexion as it dries. It contains nothing which can harm the most delicate skin.

She remembered an experience in childhood. A bee had stung her and her mother had applied a natural clay to her face, which drew the poison and impurities from the wound.

Mrs. Scott sent for some clay from the locality where this had occurred. She collected specimens of clay from the entire country. She refined and re-refined all of them, adding certain medications. Finally she evolved what has been known to the exclusive few as Scott's Mineralava.

The success of Scott's Mineralava in the fashionable world was instantaneous. Women could apply it to their face before going to a theatre or dinner, and appear with a natural glow that can only be called the glow of youth.

Applied very daintily with a brush, Mineralava dries, and gently withdraws impurities from the pores. Warm water readily removes it. Cold water and Scott's Face Finish aid in tightening face muscles and preserving the smooth and youthful contour. The Face Finish also whitens and soothes the skin and is a perfect foundation for your face powder.

Mrs. Scott herself is now a woman of sixty. She is continually mistaken for forty,

an evidence that Scott's Mineralava is indeed Nature's Beautifier.

B. Altman in New York writes: "We wish to take this opportunity to express our appreciation of the wonderful results obtained from the use of Mineralava treatments. We have had only satisfaction expressed by our customers." Field, Schlich & Co., St. Paul, Minn., say: "Patron after patron has stopped at my desk to express her gratitude in being able to get such a wonderful treatment." These letters are typical of country-wide testimony.

Men also, have discovered its benefits. A chain of famous barber shops in New York use it in preference to so-called mud preparations. It is as easy as shaving, and as necessary to the well groomed man.

Now it is offered in your own home. So sure are the manufacturers that results will appear in one treatment, that they guarantee it. You may return the set to them, if you do not see these results, and your money and postage will gladly be refunded.

Go to your druggist or department store now, and ask for Scott's Mineralava.

If your dealer hasn't Mineralava, clip the coupon below.



Mineralava freshens the complexion by completely cleansing the pores. I believe in it because I have seen its amazing benefits. It is delightful to use.

M. Vivaudou



Scott's Mineralava

PARIS VIVAUDOU NEW YORK
Distributor



Anyone with a beautiful complexion is beautiful. Don't massage away your youthful beauty. Use Mineralava, a facial clay without massage, which smooths and prevents wrinkles and restores the bloom of youth.

I would like to have every man or woman reader of this paper try Mineralava. If your dealer hasn't it, send me coupon below.

Mrs. M. G. Scott

MRS. M. G. SCOTT,

Scott's Preparations, Inc.,

401 West 13th St., New York, N. Y.

I am interested in Mineralava and would like to have you advise me where I may obtain it in this locality.

Name.....

Street.....

Town.....

The druggist nearest me is.....